

Unremembered Loss

For all the news and information from the world of Rathrae, and for the story Unremembered Loss.

Issue 116

April 2019

Goal Check-Up

Likes

I had the goal to post a story that received 50 likes by July and one that got 100 by December.

I decided to check out Instagram's "sponsor" feature this month. It lets you pay money - which is how they make money - to have them promote one of your posts. You get to pick how aggressive they are and for how long - which determines how much it costs. You also can choose who they promote to. I choose \$6/day for 5 days, or \$30. I also selected the default "who."

Going into this experiment, I was hoping for two things. 1) a bunch of likes. 2) more followers. For the \$30 they estimated that 500 to 2,000 people would respond to my post.

During the week I was running the promotion I received 4,554 "impressions" and reached 3,090 people. I'm not sure what that actually means.

I have 143 followers, and I posted 9 times, so it would make sense that 1,287 of the above numbers is what I would have gotten as a baseline.

From the statistics on the promotion, I think about 1500 people saw my post in their feed or stories. Of those, about 600 decided to look at the post - which seems pretty good.

Of those 600 people, 550 people liked the story - which is fantastic.

Of those 550 people, 3 started following me - which is way less than I was hoping for.

Of those 600 people, I got zero comments.

Bottom line, 550 likes at \$0.05 per like and 3 followers at \$10.00 per follower.

I had the goal of getting 50 and 100 likes on a post. Nailed that one.

Followers

200 followers by July and 500 followers by December

This last week I went up by 3 followers to 143. If I want to get to 200 by July, I need 4.4 new followers a week. This week I was almost there, but it cost me \$30. I'm not going to by 57 more followers to get to this goal.

What am I going to do? I'm posting my whole "line-a-day" story as 11 posts. When they are all posted, I'm thinking about running another promotion, pointing at the first one. If I get anywhere near the likes on the first one, those same people might read all 11. If they read all 11 that might be enough to get them to follow me.

I've also started posting some of my engravings again. I decided to try making engrav-

ings from the sketches of some of the artists I follow. I like them so far. I'm thinking about doing some give-a-ways (the engravings) as a way to do promotions. If you like the post, follow me and tag someone else, you're in the drawing.

I've also contacted those same artists and offered to do engravings that they can offer as give-a-ways (pointing at me as the creator)

We'll see what happens.

Comments

Not much progress here. I'm going to have to think about this one.

True Dialogue

I've got a couple of dialogs going, but need to work on this too. I'm getting some good conversations going on other people's posts, and that's good. That can also drive followers.

Post Stories

Post one story a week. For April I've posted ten original stories and eight chapters of my old story.

Newsletter

You're reading it.

The Rest

No progress, but not forgotten. I did a little work on the space play.

Till next month,

Doug